



Licensing Strategies

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Preparation

- What do you have?
- What do you need?
- Who owns it?
- What can you pay for it?

Anatomy of a License

- Parties
- Definitions
- Grant
- Consideration
- Confidentiality
- Ownership, Protection and Enforcement of IP
- Representations, Warranties and Indemnification
- Term, Termination
- Assignment
- Other

Negotiation Strategies

- First Round
 - What is important?
- Second (Next) Round
 - What is really important?

Thank You

Questions?

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